



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Strategic Media Placement  
7669 Sagers Loop  
Delaware, OH 43205

## Contract # 327131

Schedule Dates 08/17/12-09/04/12  
Advertiser Pol/K Rothfus/R/Congress (13160)  
Agency Strategic Media Placement (3469)  
Product Political - Federal Candidate (1067)  
Brand POL/K ROTHFUS/R/CON/PA (135258)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name EVERSOLE WHITNEY  
Phone/Fax /  
CPE 2573  
Account Types National/Political  
Billing Type Standard  
Comments ROTHFUS 8/16  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 08/15/12  
Last Modified 08/28/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06280544  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$2,595.00  
Net Total \$14,705.00  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month Spots Rate  
Aug. 2012 13 \$8,000.00  
Sep. 2012 15 \$9,300.00  
Grand Total: 28 \$17,300.00



Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/17/12-08/17/12	5	:30	5:30P- 6P (EST)								1	1	\$600.00	\$600.00	Pittsburgh (WPXI)	NEWS 530-6P/1	8/16/12
2.0	Normal Line / Spot	08/17/12-08/17/12	5	:30	5:58P- Channel 11 News At 6pm M-F								1	1	\$700.00	\$700.00	Pittsburgh (WPXI)	NEWS 6-630P/4	8/16/12
3.0	Normal Line / Spot	08/17/12-08/17/12	5	:30	7A- 8A (EST)								1	1	\$525.00	\$525.00	Pittsburgh (WPXI)	TODAY 7-9A/7	8/16/12
4.0	Normal Line / Spot	08/20/12-08/24/12	5	:30	5:30P- 6P (EST)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	Pittsburgh (WPXI)	NEWS 530-6P/2	8/15/12
5.0	Normal Line / Spot	08/20/12-08/24/12	5	:30	7A- 8A (EST)	3	X	X	X	X	X			3	\$525.00	\$1,575.00	Pittsburgh (WPXI)	TODAY 7-9A/8	8/15/12
6.0	Normal Line / Spot	09/03/12-09/04/12	5	:30	5:30P- 6P (EST)	1	1							1	\$600.00	\$600.00	Pittsburgh (WPXI)	NEWS 530-6P/3	8/16/12
6.0.1	Closed Preempt	09/03/12															Pittsburgh (WPXI)	Program Change/Exception	
7.0	Revised Line / Spot	08/27/12-08/31/12	5	:30	5:58P- Channel 11 News At 6pm M-F	2	X	X	X	X	X						Pittsburgh (WPXI)	NEWS 6-630P/5	8/15/12
7.1	Normal Line / Spot	08/21/12-08/24/12	5	:30	5:58P- Channel 11 News At 6pm M-F			1	1	1	1			4	\$700.00	\$2,800.00	Pittsburgh (WPXI)	NEWS 6-630P/5	8/20/12
8.0	Normal Line / Spot	09/03/12-09/03/12	5	:30	6P- Channel 11 News At 6pm M-F	1	1							1	\$700.00	\$700.00	Pittsburgh (WPXI)	NEWS 6-630P/6	8/15/12
9.0	Normal Line / Spot	08/27/12-08/31/12	5	:30	7A- 8A (EST)	2	X	X	X	X	X			2	\$525.00	\$1,050.00	Pittsburgh (WPXI)	TODAY 7-9A/8	8/15/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Net Total \$14,705.00

Sales Tax

## Pittsburgh (WPXI)

By Broadcast Month	Spots	Rate
Aug. 2012	13	\$8,000.00
Sep. 2012	15	\$9,300.00
<b>Grand Total:</b>	<b>28</b>	<b>\$17,300.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / Spot	09/03/12-09/04/12	5	:30	7A- 8A (EST)	1	1	1						2	\$525.00	\$1,050.00	Pittsburgh (WPXI)	TODAY 7-8A/9	8/16/12
11.0	Normal Line / Spot	08/27/12-08/31/12	5	:30	5:30P- 6P (EST)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	Pittsburgh (WPXI)	NEWS 530-6P/2	8/15/12
12.0	Revised Line / Spot	08/27/12-08/31/12	5	:30	5:58P- Channel 11 News At 6pm M-F	2	X	X	X	X	X						Pittsburgh (WPXI)	NEWS 6-630P/5	8/15/12
12.1	Normal Line / Spot	08/27/12-08/31/12	5	:30	5:58P- Channel 11 News At 6pm M-F	4	X	X	X	X	X			4	\$700.00	\$2,800.00	Pittsburgh (WPXI)	NEWS 6-630P/5	8/20/12
13.0	Normal Line / Spot	09/04/12-09/04/12	5	:30	5:58P- Channel 11 News At 6pm M-F	1		1						1	\$700.00	\$700.00	Pittsburgh (WPXI)	NEWS 6-630P/6	8/16/12
14.0	M/G For 6.0.1 / Spot	09/03/12-09/03/12	5	:30	6P- Channel 11 News At 6pm M-F	1	1							1	\$600.00	\$600.00	Pittsburgh (WPXI)	NEWS 6P/3	8/28/12

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Date:

Accepted-Station:

Date:

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